

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Sue Norris  
**FROM:** Marian Wood  
**SUBJECT:** DAVE'S FOCUS GROUPS - SEATTLE, 3/15-16

**DATE:** February 7, 1995

Dave's focus groups have been tentatively scheduled for March 15th and 16th in Seattle. These groups will be conducted among Trier Acceptors and Trier Rejecters in order to gauge reactions to the product and expose consumers to new creative.

Please confirm your availability on these dates. If you are unavailable on 3/15-16, provide me with some alternative dates.

Once the dates are confirmed, I will provide you with more detailed information (i.e. facility location, interview schedule) as it becomes available.

*Marian*

cc: D. Beran  
G. Blumenson  
J. Bonhomme  
K. Eisen  
P. Fernandez  
E. Gee  
C. Levy  
B. Mikulay

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